

UNITED WAY NETWORK

Started in 2008. Neev, Karvaan, School Centred Community Development, Samriddhi, SKY, WATSAN, Hope, NIRA and Green Your School are Featured projects.

Started in 2010 to support the underserved communities. It has channelized efforts towards building sustainable community driven projects like EQUIP, STEMtastic, Sapling Challenge, Aadhara, Annual Confluence SEVA Mela and CONNECT.





UNITED WAY

United Way India is responsible for leading, supporting and maximizing the collective impact of all United Ways in India. The NOW society, Disaster relief and response are the Flagship initiatives AHMEDABAD

United Way India network's newest addition, started in 2018



Started in 2008, Rise for Rural, Wake the Lake and Born Learning COE are the Flagship programs.

MUMBAI

Started in 2002, Known for Head start STEM, Let's Read, United for Road Safety, United against Hepatitis, Clean Shores Mumbai, Mission Mangrove, Project Poshan, Ankur and annual fundraiser Mumbai Marathon.

Started in 2010, known for its programs to empower differently abled, "Know my Ability" campaign which has received accolades, globally. Post budget analysis and Battle of buffet are fundraising events.



Started in 2011 Known for Programs promoting Sanitation and the Girl child Started in 1986, known for Fusion Study, Gold Card Scheme, Shishu Kit Project, Voltam Women Empowerment Projects, Rangmanch, Kshitij and Annual Fundraiser Garbha Mahotsav

BARODA

Dear Friends,

It gives me immense pleasure in sharing this year's annual report. I am delighted to share that we touched lives of over 75 thousand people through 51 projects in Hyderabad and over 18 thousand more lives through 45 projects with a grant support to other United Ways in India. This year, we also clocked an impressive 30,000 volunteering hours that came through 39 volunteering events.

In continuation of the trend, our work in the education space has grown tremendously; we now work in 320 government schools, which is a little over 50% of the total schools in Hyderabad city. We have also set foot in Khammam district and have started our first School Chairperson transformation project by adopting all the Anganwadis, primary schools and High schools in Sattupalli Mandal. All these would have not been possible without your support and best wishes.

This year, we onboarded four new donors and increased our existing donor contributions by 100% which signifies our extended reach and continued trust we have built with our donor base.

We thank our donors, NGOs we partnered with, the government organizations specifically Department of Education and Greater Hyderabad Municipal Corporation for their cooperation and support. Thanks to all my colleague Board Members and advisors for their unconditional support and timely guidance.

Next year is going to be very special, we would be commencing our 10th year of operations in Hyderabad. It is a milestone and I look forward to making it a remarkable one.

Best Regards



We have moved closer to our dream of raising and spending 35 crores for the communities we are committed to. Though we fell a little short of it, it is ok. Social sector space is influenced by many external factors and engineering the change process according to timelines often ends up becoming a herculean task.

Rekha Srinivasan
Chief Executive Officer
moving towards it. Donors are today adopting a community to do multiple projects (health, education, infrastructure development, environment, livelihood promotion) to benefit the same community. They are keen to invest in alignment with SDGs for over 3 to 5 years and see true transformation.

This year we did innovative programs like promoting solar power supply in government schools and hospitals when we realized their inability to meet recurring power costs impacting the way these institutions worked.

We have seen a growing need among donors in guiding them on structured volunteering and employee giving programs. This is a welcome change as promoting volunteerism is one of the core functions of United Way.

We did two business development activities last year, HNI Meet at Visakhapatnam and CONNECT - Dialogue with thought leaders at Hyderabad. These events served due purpose of us being recognized as thought leaders in the sector and gave us an opportunity to connect with potential donors. We plan to continue this effort and develop it further. Our commitment to the Board to raise 50 Cr by 2020 March, remains. Towards achieving this, we have planned a strategy. Senior team members will play a dual role of being functional leads and program leads. They would be responsible for growing this vertical which includes visioning, fundraising and fund utilization and manage relationship with the donors supporting projects.

As we reflect and learn from last years' experience, we are also equipping ourselves in being successful in implementing new strategy and achieving the magic figure of 50 Cr.

Please wish us Good Luck!

For us at United Way like, what began years ago as a campaign to GIVE has come back full circle. What we see today is the willingness of the heart to GIVE without being told. We are glad to see that millennial workforce are increasingly choosing workplaces that provide them opportunities to Give and Volunteer for a cause. Equally motivated are their employers to facilitate a giving platform for the upliftment of our communities.

We have been discovering ways of making this experience of GIVING seamless and enjoyable to donors. Using technology and social media platforms are the new additions to this effort.

Our current GIVING program is structured more as campaigns, which means there is a compelling cause for which support is garnered. For ease of operations, they are grouped into - Payroll giving, Employee giving and Crowdfunding campaigns

PAYROLL GIVING

These are annual campaigns executed with support from Payroll team of the company, Employees pledge support to a cause or organization for periodical deductions from their payroll. In the last year, 10,000 employees from four corporates participated in Payroll Giving which contributed to 7% of the total contribution raised by United Way of Hyderabad.

EMPLOYEE GIVING

These campaigns are executed with the support from employee volunteering teams of a company. They are designed to support them gather in-kind or financial donations towards the program planned by them. Last year we had three companies participate in employee giving campaigns which included mobilizing 4560 Stationery kit donation for 670 students and improved infrastructure of shelter homes for children with the necessary equipment.

Employee volunteers from Hexagon have been supporting the cause of the Girl Child and Women empowerment for a few years now. A small initiative which helped them start an informal gathering place for girls to get help in completing schooling successfully has slowly transformed into a resource centre. The centre started providing basic skills in English communication, Computer literacy and Math. One centre has grown into three now.

Such development required more funds and the core volunteer team was looking for support in raising this additional fund. United Way of Hyderabad intervened at this point and helped them conceive a campaign titled "Power of 100" where the employees were convinced to pledge monthly contribution of INR 100 towards this initiative. A multipronged strategy was designed by United Way of Hyderabad in partnership with the volunteers, HR and Marcomm teams of Hexagon. Interesting collaterals like GIFs, Posters, setup of Kiosks in the cafeteria explaining employees about the project, game of puzzle around the project objectives and impact helped us create greater awareness among the employees.

The campaign was successful. It garnered pledges from 30% of the employees towards this initiative. Through the ask for INR 100 per month we saw

many employees pledge 9 times the ask increasing the contribution to take on additional initia-

tives.

CROWD FUNDING

Using technology and social media platforms effectively to fundraise for causes that typically don't get supported by institutional or CSR grants is what we plan to achieve through this campaign. Through this platform, we would like to provide opportunities for all individuals to do their bit to give back to society. Projects under this campaign would be time-bound and scalable for each donor to support multiple units.

United Way of Hyderabad

As part of the worldwide emphasis of United Way on Childhood success, our projects focus on building capacities of the environment to enable learning among children in the early years (defined as 0-10 years). At United Way of Hyderabad, this focus has served children from Anganwadis, primary schools, special schools, etc.

CHILDHOOD SUCCESS

This story starts at one of the special schools in Hyderabad, where United Way of Hyderabad provides residential support for rural students to access special education through partner Ashray Akruti. They are a specialized organization in the area of special education. In addition to running hostel facilities for girls and boys with hearing disabilities, they run special schools, multi-speciality therapy centers, and vocational training centers for children and young people with disabilities.

Vidya* is a native of Kodicharala, Warangal Dist. from a working-class family whose parents work in a local grocery store and support the family. Even after turning a year and a half, Vidya showed no response to sounds and displayed no signs of learning, it was detected that she suffers from hearing impairment. Admission into a mainstream school also did more harm as she was branded as inattentive, isolated and dull. Upon realizing that she would need to be trained in special skills, her parents heard about Ashray Akruti, an NGO that supports the hearing impaired.

After being tested at Ashray Akruti, Vidya's parents realized that she had to stay in Hyderabad to receive continuous support in terms of speech therapy and special education. Rather than the parents having to move to the city without any support system, Vidya got admitted to Ashray Akruti's girls' hostel supported by United Way of Hyderabad. At the hostel, she did not only receive shelter but also received the support of special educators to bridge her lost academic years. The unique teaching methodology and techniques along with speech therapy and auditory training remarkably improved Vidya's listening and speech skills. She now is an active participant in the class and also has picked up an interest in dance and calligraphy.

#SparkTheChange

EQUIP

2891 SMC Members 169 Teachers 157 Schools 8 Corporate Partners 24500 Students

Focus

Equipping the schools in building student friendly learning environments in the schools. There has been a critical focus on equipping the community in the form of the School Management Committees (SMC) to play a greater role in assisting school governance

Objectives

- 1. Strengthening SMCs as per RTE norms
- 2. Improving school infrastructure as per RTE norms
- 3. Strengthening and capacitating teachers
- 4. Creating an environment that supports and encourages students to pursue informed choices

born**learning**™

3065 Children 1260 Mothers 48 Anganwadis **5 Corporate Partners**

Focus Educating Anganwadi teachers and parents in the marginalized community on the developmental, nutritional and curricular needs of the children in the age groups of 0 to 6 years

- **Objectives** 1. Early detection of developmental disabilities and support.
 - 2. Access to Early Childhood Education to ensure school readiness.

* Name Changed

The United Way Worldwide framework on Youth Success guides our projects' focus on building capacities of the environment to help young people succeed in life. (Young people are defined as between 11-24 years). At United Way of Hyderabad, this focus has served young people from Secondary schools, High schools, colleges, and communities towards pursuing an education of their interest.

While on one end women of our nation are scaling new heights in the field of science, on the other end, little girls in government schools, hailing from poor, marginalized communities still feel that taking up STEM education is a far fetched dream. Through our STEM focussed program in 130 government schools, United Way of Hyderabad has built capacities of the schools, connected communities and the girls themselves to be able to conceive a

future for themselves in STEM

and actualize it.

Vandana* from one of the STEM-tastic supported high schools is a classic example of that she is.

A 17-year-old pursuing the 2nd year of Intermediate, Vandana was always a good student. The prolonged illness of her grandmother drained the resources of the family, she was forced to move to Hyderabad and join a government high school in 8th grade. The STEMtastic project started working with her school when she was in the 10th grade. As part of the intervention, she was exposed to audio-visual content in Science and Math, a state of the art science center as well as a three-stage career counseling program. This helped Vandana refocus her energy to complete her SSC with 93%, a step towards her dream of becoming a Software Engineer. Her family's financial status would not have allowed her to get the

training she needed, aiming to crack IIT-JEE. This was enabled by the STEMtastic scholarship which covered all of her expenses for inter-college and IIT-JEE training. Currently Vandana* is pursuing her second-year intermediate. We wish her good luck as she pursues her dream of becoming an engineer.





27085 Students 710 SMC Members 100 Teachers 142 Schools227 Scholarships 6 Implementation Partners 4 Corporate Partners

27085 Students 710 SMC Members 100 Teachers 142 Schools

Focus

Building the capacities of the government schools in developing a stronger understanding of basic concepts, building excitement around STEM courses, extending exposure to careers, rewarding excellence through scholarships and most importantly building community expectations and ownership of the school.

Objectives

- 1. Make school governance systems functional as per RTE norms.
- 2. Capacitate STEM teachers to explore and use advanced STEM Teaching aids.
- 3. Strengthen STEM teachers to motivate girls in taking up education in STEM.

Focus

Providing care and protection for vulnerable groups in the community providing a safer atmosphere towards fostering independence.

Objectives

Comprehensive caregiving for children in difficult situations including higher educational support for stability in the future.

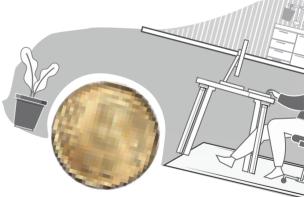


owards long-lasting Financial Stability, our projects focus on building capacities of the environment to build a strong financial foundation for young people and their families. At United Way of Hyderabad, this focus has served students and youth that have dropped out of the formal education system and women who are looking for avenues to support their families. This story is of Ameena Begum*, who discovered her financial independence through the placement connected trainings supported by United Way of Hyderabad in partnership with Noble Education & Empowerment Society (NEES). NEES has been training young people and upskilling communities since 2007 and has worked with various groups like urban as well as tribal youth, women, people with disabilities, etc.

Ameena Begum* got married at the age of 17 with just SSC certificate in hand. Today at the age of 27, she has three children of ages 6, 4 and 3 years. Her husband is a school van driver. With a mother's instincts to provide what is best for her children, she realised the need to upskill herself and arrived at the Cheyutha Center operated by NEES at Borabanda. At the center,

she was offered courses in ITES (Information Technology Enabled Services), communicational English and life skills at no cost. The three month course equipped Ameena Begum with basic computer skills which have helped her to secure a job as a receptionist in a multispeciality hospital and she now earns Rs. 9000/-per month on an average. She is content with her new skills and sees a better future for herself.





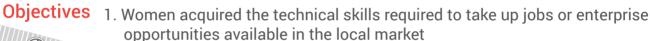


PROJECT HUNAR

SKILL DEVELOPMENT PROGRAM

730 Women 6 Centers 3 Corporate Partners

Focus The project enables marginalized communities to secure a better livelihood. Under project Hunar, United Way of Hyderabad connects community members to identify their needs/aspiration of better livelihood; connect them to industry-relevant and market-driven skill training; as well as provides value-added support like workplace readiness, communication and Collaboration.



2. The trained women would be able to earn an income

3. Prototype and test scalable models of skilling in the non-profit ecosystem



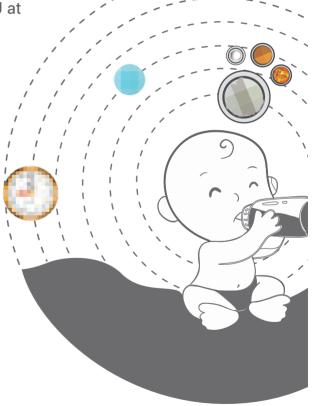
FINANCIAL STABILITY

Key aspects of health and caregiving are traditionally considered to be in the gamut of family. Then what when the family fails to do so? Therefore, the core of the project is about building the resilience of the individuals and communities by strengthening the state mechanisms of key service delivery.

United Way of Hyderabad supports a partner NGO, Advocates for Babies in Crisis (ABC) to provide key diagnostic and curative services at Shishugruha. They regularly provide such support to an average of 200 infants and toddlers at the state-run Shishugruha in a year. Baby Soniya* was brought to the Shishugriha within a few weeks of her birth. Her parents had disowned her, even with her severe breathing issues. During ABC's investigation of her breathing issue, they discovered that Baby Sonya had a large hole in her heart which in turn caused the lung issues. ABC got her admitted to NICU at 2 months of age and bore all costs for her heart surgery.

UWH's support to ABC has not ended with the surgery. Sonia's heart condition topped with surgery makes her very susceptible to infections. For example, a simple cold in her case can become Pneumonia very easily. ABC is continuously monitoring her stability. However, the days of recovery are getting shorter and baby Soniya is getting stronger by the day. We keep our prayers with her to get better soon and find a family of her own!

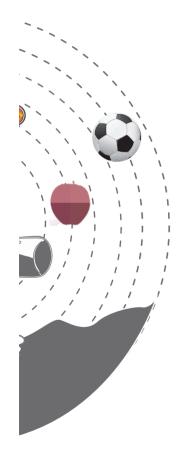
ACCESS TO HEALTH



PROJECT ZEEL

4000 Children 305 Special needs children 100 Elderly

3000 Stray Animals 15 Implementation Partners 4 Corporate Partners



Focus

To create spaces for the vulnerable groups in the community where they are healthy, safe and thriving, by ensuring the availability of food, medical support, and facilities for physical and mental wellbeing.

Objectives

- 1. Stabilizing the lives of children in difficult situations through comprehensive caregiving including nutritional and medical support
- 2. Care and medical support for the elderly in difficult situations
- 3. Medical support for stray animals facing abuse
- 4. Promotion of Yoga, Sports, and a healthy lifestyle.

We at United Way of Hyderabad, as part of our 'Wake The Lake' campaign, added another deceased water body to our execution for development as a full-fledged lake through our interventions. Barla Kunta, a small lake located in Gachibowli is adopted for rejuvenation by one of our donors and will be implemented by United Way of Hyderabad with the support of Greater Hyderabad Municipal Corporation.



ENVIRONMENTAL SUSTAINABILITY

We are glad to witness our participatory approach in lake restoration right from the initial stages of work at the lake. The launch event on the 1st of June is a testiment to the rigourous contribution from all stakeholders. Along with the leadership from Greater Hyderabad Municipal Corporation, Corporate, Communities nearby the lake, there were around 120 employee volunteers and other 35 volunteers from the community who pledged their support in unison to rejuvenate this lake. Volunteers also actively took part in the lake clean-up and conducted a door-to-door baseline survey to understand community awareness levels and their role in the restoration and maintenance of this lake. A total of 87 participants surveyed, through their responses, emphasised that their role is critical and are willing to contribute their time and skills to contribute their bit in this project. This collective support is giving us a new impetus to breathe fresh life into this major waterbody in the middle of the city.



2 water bodies - 93Acres P

Plantation - 7700 saplings

Seed Balls made - 2000

Focus

Reviving and maintaining water bodies in Hyderabad, predominantly lakes to improve the groundwater levels, water supply, and to create an environmental nucleus around which a number of community events could be held.

Objectives

- 1. To create a green cover around the lake sheltering birds, butterflies, and other organisms.
- 2. To ensure lakes are kept cleaner and safe for aquatic flora and fauna to flourish.
- 3. To make sure that clean water enters the lake.
- 4. Reduction of toxic elements and bad odor in the lake
- 5. The local community actively participating in the Wake the Lake campaign









Creating opportunities for the employees to give back to the society has always been part of the best practices of progressive companies. We see this culture growing and at United Way of Hyderabad itself we have seen 100% growth in the number of volunteering hours. This year 14 of the 22 companies we partner with were engaged in various volunteering activities.

This increase in interest got us to create various opportunities by matching community requirements and volunteering interests. United Way of Hyderabad has classified volunteering into event-based and skill-based volunteering. Event-based volunteering engages a larger group of volunteers focussing on short term and visible impact. Painting a school, lake clean up, tree plantation and distribution of school kits could be considered event-based volunteering programs. Skill-based volunteering would engage a smaller group of volunteers to design a year-long delivery plan and visiting that project in periodic intervals. Enhancing basic skills in Math and English, a mentor-mentee association with adolescents for job readiness and equipping the youth with continuous guidance on employability are examples of skill-based volunteering.

Our goal for 2019 is to involve 90% of United Way Hyderabad's corporate partners in active volunteering, clocking over 1,00,000 volunteering hours through 200+ opportunities. Volunteer leader board positions on the website with monthly updates and testimonies of appreciation would be facilitated.









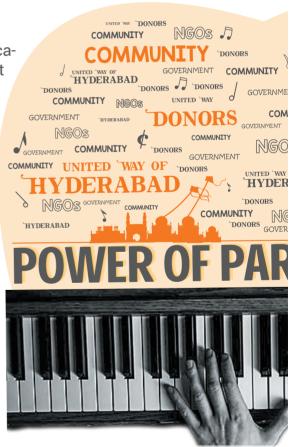
Gone are the days when social issues were straightforward and easy to resolve. The systems theory has helped us see the dynamicity; the interconnectedness and interdependence of multiple variables affecting a situation. In a dynamic environment, problems and solutions also need to be dynamic and for a dynamic solution, several different viewpoints, perceptions, resources and authorities have to work together.

We have facilitated multi-stakeholder partnerships, that transcended the traditional boundaries of Corporates, Non-Profits and Civil Society groups. 'Wake The Lake', a lake rejuvenation project is a classic illustration of the same. It brought together ecological experts, civil consultants. designers specializing in urban spaces, Greater Hyderabad Municipal Corporations departments of irrigation, sewage, revenue, waste management, resident associations, educational institutions with United Way of Hyderabad to realize a collective vision for

lake transformation.

The same ethos of partnership has been reflected in our education projects that United Way of Hyderabad is involved with. It would have been impossible to implement education projects in 300+ schools in Telangana without strong partnerships. A group of non-profits, social enterprises, research institutions, corporate organizations, and community members have come together to enhance the vibrancy of the vision of school transformation. The State Education Department has backed the project by monitoring our progress closely and by ensuring the cooperation of their local machinery. In 80% of schools, the School Management Committees have understood and devised solutions to the issues their schools were facing. Whereas sports partners have explored opportunities for getting talent from the local youth resource center to connect with the school. Corporate partners have joined the learning journey with the students by being mentors, coaches and career guides for students graduating from schools.

Collaborative spirit marked this year in our corporate partner



#SparkTheChange

ships as well, through an innovative skill development project called "Hunar". This unique project has brought in collaboration among like-minded MNCs, the Government of Telangana and NGOs who have been implementing various skilling programs individually. As part of the collaboration, the partners have pledged program design and development support, grants and volunteering support to the project.

Giving and Volunteering can be effectively implemented when interspersed with strong advocacy. United Way of Hyderabad believes in creating platforms to advocate social good.

"CONNECT - Aligning CSR to Sustainability" was one such platform hosted by UWH to advocate for a deeper understanding of CSR in the Indian context. This engagement saw Corporate Companies, NGO Partners, Local Govt, and the United Wav Network in Hyderabad come together to understand Corporate Social Responsibility.

among NGOs and the public was created by organiz-

ing SEVA Mela. This year the event was orga-

nized in Vizag and brought together 50+ NGOs. potential donors and people of Vizag who

wanted to find a suitable NGO to volun-



United Way of Hyderabad

We plan to keep these forums going to provide opportunities to discuss pertinent advocacy & policy issues concerning social sector spaces and collaborations build for collective impact.

teer with.

2800 People from th

30

The year 2018-19 saw stability and strengthening of changes to organizational structure, distribution of responsibilities and refinement of policies that were initiated in 2017-18. The focus this year was to bring in efficiency through training, review and mentoring. This stability also provided the organization a confidence to scale up programs.

Last year team members went through ~ 190 hours of training. This was achieved by participating in various workshops and training programs which helped them widen their horizon. The topics of the training programs included tech innovations, SDGs, designing school centric development programs, skills of managing teams, teamwork, writing impact etc.

Apart from this, capacity building of the team happened through mentorship by Board Members and a few external resource persons. Board Members spent a total of ~ 800 hours in mentoring, which included mentoring CEO, Mentoring Senior Manager - HR and communications on appraisals and policy changes, mentoring accounts and compliance team on improving processes.

Critical support from the Board members also came in facilitating collaboration to envision new program design on skilling, representing organization during events, hosting discussions organized by United Way of Hyderabad, introducing donors, support in identifying agencies that could help in developing and printing collaterals, connecting to print and electronic media and facilitating permissions from government departments.

We have made a significant addition to the HR policy by forming an Internal Complaints Committee as per the statutory requirement. The committee comprises of the following members

Dr. Pendyala Kiranmai Dutt - Presiding officer

Mr. Ramesh Kaza – Member of the committee

Ms. Mukti K. Bosco - External Member (Director of Healing Fields, NGO working on Health rights)

Ms. Sruthi Tetali – Member of the committee and Whistle Blower.



The employees at United Way of Hyderabad underwent an orientation to the policy where the complaint mechanism and recourse available were shared. Apart from this, small changes were made to travel policy and leave policy. All policies are being made accessible for the employees by providing an access to it on the HR policy drive.

A Code of Ethics document was read and signed by all the employees & Board Members as per United Way Worldwide Annual Statutory Requirement. Board Meetings and AGM were conducted as per The Registrar of Societies. The organization did not record any resignation or onboarding of Board Members in the last financial year.

FINANCIAL HIGHLIGHTS

UNITED WAY OF HYDERABAD

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2019

All amounts are in Rs.

All amounts are				
SI. No.	PARTICULARS	Note Ref	Year Ended 31st March19	Year Ended 31st March18
I.	Income			
	Donations received	6	29,19,58,021	15,68,51,659
II.	Other Income		26,96,881	12,51,675
III.	TOTAL INCOME (I + II)		29,46,54,902	15,81,03,334
IV.	Expenditure			
	Grants to NGO's	7	24,63,29,869	8,73,99,815
	Grant Expenses		4,06,62,594	4,09,83,061
	Personnel cost		85,63,321	46,45,650
	Bank charges		13,082	6,137
	Administration Expenses		3,68,437	21,38,874
	Event charges		18,15,371	-
	Travel and conveyance		5,85,642	4,79,235
	Telephone charges		55,667	29,967
	Rent & Taxes		4,40,950	5,28,000
	Depreciation		4,02,335	1,52,072
V.	TOTAL EXPENDITURE		29,92,37,267	13,63,62,810
	(Shortfall) /Excess of income over expenditure(III-IV)		(45,82,365)	2,17,40,524

Notes 1 & 2 relate to Corporate Information and Significant Accounting Policies respectively. The accompanying are integral part of these financial statements.

As per our report of even date attached

For Subbarao Vamanan & Co. Chartered Accountants

For and on behalf of the Board of Directors of

United Way of Hyderabad

(Firm registration No. 004086S)

Kedarnath SubbaraoRamesh KazaShakti SagarPartnerChairpersonTreasurer

Membership No. 020037

Place : Hyderabad Place : Hyderabad

Date:

BOARD OF UNITED WAY OF HYDERABAD



Ramesh Kaza Chairperson



Santha John Vice Chairperson



Anil Kumar Secretary



Shakti Sagar Treasurer



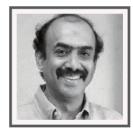
Suchitra Ella Member



Kiranmai Pendyala Member



Tanay Kediyal Member



Suresh Babu Member



Hari Karra Member



Amala Akkineni Member



Shashi Reddy Member



Vipul Khanna Member



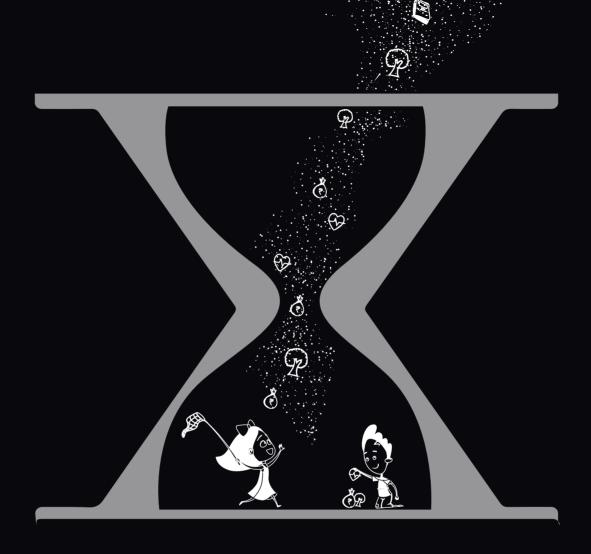
Ragunathan Advisor



Jayesh Ranjan Advisor



Katherine Hadda Advisor



UNITED WAY OF HYDERABAD

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Email: info@unitedwayhyderabad.org



United Way of Hyderabad